

In the Specification

Please amend the title shown at the top of page 1 as follows:

**APPARATUS FOR AND METHOD OF IMPROVED DRIVING A LIQUID CRYSTAL
DISPLAY AND METHOD FOR DRIVING THE LIQUID CRYSTAL DISPLAY**

Please amend the paragraph at page 11, lines 3-7 as follows:

When the image type detection signal MS_SEL maintains in the low state, the signal controller 600 suspends image data modification such as DCC and also suspends operations of memories such as the frame memory 610 required for the image data modification by blocking off supply voltages, etc. However, the frame memory 610 is activated during the filtering period for data comparison as shown in Fig. 4D.

Please amend the paragraph at page 11, lines 11-14 as follows:

As described above, the signal controller 600 determines whether image for a predefined number of frames is motion image or still image, and, if the image is the still image, the signal controller 600 may stops voltage supply to elements that need not be substantially activated, thereby decreasing the power consumption.